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PTO/SB/64 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. PETITION FOR REVIVAL OF AN APPLICATION FOR PATENT ABANDONED Docket Number (Optional) **UNINTENTIONALLY UNDER 37 CFR 1.137(b)** 02875/100H491-US1 First named inventor: Diego Dayan Application No: Art Unit: N/A 10/662,168 Filed: Examiner: Not Yet Assigned September 10, 2003 Title: COMPUTERIZED ADVERTISING METHOD AND SYSTEM MS Petition Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 NOTE: If information or assistance is needed in completing this form, please contact Petitions Information at (703) 305-9282. The above-identified application became abandoned for failure to file a complete reply to the Notice to File Missing Parts dated December 3, 2003 on July 6, 2004. The date of abandonment is the day after the expiration date of July 6, 2004 the period set for reply in the Notice to File Missing Parts plus any extensions of time actually obtained. APPLICANT HEREBY PETITIONS FOR REVIVAL OF THIS APPLICATION NOTE: A grantable petition requires the following items: Petition fee: (1) (2) Reply and/or issue fee; (3) Terminal disclaimer with disclaimer fee - required for all utility and plant applications filed before June 8, 1995; and for all design applications; and (4) Statement that the entire delay was unintentional. 1. Petition fee Small entity – fee \$ 685.00 (37 CFR 1.17(m)). Applicant claims small entity status. See 37 CFR 1.27. Other than small entity – fee \$ _____ (37 CFR 1.17(m)) 2. Reply and/or fee A. The reply and/or fee to the above-noted Office action in the form of a Petition Pursuant to 37 C.F.R. §1.47(a) (identify type of reply): has been filed previously on is enclosed herewith. B. The issue fee of and publication fee (if required) \$ has been paid previously on _____ is enclosed herewith.

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. 3. Terminal disclaimer with disclaimer fee Since this utility/plant application was filed on or after June 8, 1995, no terminal disclaimer is required. for a small entity A terminal disclaimer (and disclaimer fee (37 CFR 1.20(d)) of \$ for other than a small entity) disclaiming the required period of time is enclosed herewith (see PTO/SB/63). STATEMENT: The entire delay in filing the required reply from the due date for the required reply until the filing of a grantable petition under 37 CFR 1.137(b) was unintentional. [NOTE. The United States Patent and Trademark Office may require additional information if there is a question as to whether either the abandonment or the delay in filing a petition under 37 CFR 1.137(b) was unintentional (MPEP 711.03(c), subsections (III)(C) and (D))]. Joseph B. Lerch 26,936 Typed or printed name Registration Number, if applicable DARBY & DARBY P.C. P.O. Box 5257 (212) 527-7744 New York, New York 10150-5257 Telephone Number Fee Payment **Enclosures:** Reply **Terminal Disclaimer Form** Additional sheets containing statements establishing unintentional delay Petition Pursuant To 37 C.F.R. Section 1.47(a) and Declaration of Silvina Other: Pirraglia Page 2 of 2